

W A R N E R B R O S . ' A M P A I G N P L A N



WARNER BROS. RIOTOUS RAMPAGE  
OF ROULETTE, ROMANCE AND ROARS!

# WIDOW

Teaming for the First Time  
**WARREN WILLIAM**  
**DOLORES DEL RIO**  
With Louise Fazenda • Colin Clive

# "THE FROM MONTE CARLO"



# EXPLOITATION

## HERE'S THE WAY TO SELL THE SCREEN'S NEWEST AND MOST THRILLING ROMANTIC TEAM

### YOUR TIE-UP IN CLASSIFIED COLUMNS

Beauty Shop Co-op Ad

#### CAN YOU HELP WARREN WILLIAM Find The Name of THE WIDOW FROM MONTE CARLO?



In the Strand's new film hit, "The Widow From Monte Carlo," Warren



played by Dolores Del Rio, but before he has a chance to find out her name, she disappears. The name of this fascinating character is hidden in the advertisements on this page. If you're one of the first 20 persons to send the name into the Contest Editor of this paper, you will receive two tickets to "The Widow From Monte Carlo," coming to the Strand Theatre soon.

#### The Del Rio Coiffure



Inspired by lovely Dolores Del Rio, now appearing in "The Widow From Monte Carlo" at the Strand Theatre, this coiffure is our feature of the week. Ten expert barbers await YOU, ready to design a hairdress suited to your type beauty.

LEO'S BEAUTY SALON

Showing this ad to beauty shop manager may tempt him to run similar copy. If so, order still Nos. Del Rio 454 & 455—10c each from Campaign Plan Editor, 321 W. 44th St., N.Y.C.

For newspaper tie-up, why not a hidden name contest in the classified columns? Del Rio's name in the picture is the Duchess of Rye. Advertisement similar to the one illustrated tells folks to find the hidden name, which is spotted in the ads. (Still is No. WW 185—10c.)

#### SET UP TRICK MIRROR

This scene from film shows Del Rio and William looking in those distorted mirrors at an amusement park. Which suggests setting up a couple these mirrors in lobby with caption: "And after you've laughed at this, laugh at 'The Widow from Monte Carlo,' with Warren William and Dolores Del Rio."



Hop around to local amusement park and toss a few passes at the head man — which should be enough of an introduction to borrow the mirrors from him.

#### Winking Head on Marquee

For marquee, how about a large head of Del Rio with cut-out eye? Light in back of eye goes on and off, giving the impression of a winking "widow."

#### Gambling Equipment

If Police Dept. didn't smash up all the gambling equipment during its raids, maybe they'll loan you some for a lobby display. Attendant explains how they work . . . if anyone doesn't happen to know.

#### Folks Bet With 'Widow'

For lobby gag, pretty gal can be seated at roulette table with sign "Play roulette with 'The Widow from Monte Carlo'." Patrons are each given a chance to play, with winners getting free tickets. If you know roulette, you'll know that you won't lose too many tickets.

#### Tie-up With Veiled Lady

Heavily veiled woman can wander around town, sitting in various hotels, bars and restaurants. Teaser campaign in co-operation with these places consists of ads of this type: "Have you seen 'The Widow from Monte Carlo?' She's having dinner this evening at the Loyale Restaurant." Same idea can be worked with various department stores and dress shops, possibly allowing the "widow" to parade in some of the dress models. And then there's the old one of the newspaper contest, with ducats for those who identify the "widow", who wanders about town. In order to win, y'know, contestants must have a copy of the paper with them.

#### Success on London Stage

Film was big success in London under the title "Meet the Duchess," so you'll probably want to tell folks about it in the course of your campaign. Good excuse for getting the drama eds down to write a column on film.



# EXPLOITATION

## SHOWMAN'S CORNER

**Ed Siegal Records Davis Theatre in Pittsburgh can be pretty proud of a stunt worked by Ed Siegal. He got 300 of the town's bigwigs to record their laughter on special records which were later used by co-operating radio station on a special program. Reports have it that stunt gave picture plenty of publicity and broke in radio and movie columns of all the dailies.**

—TELL US ABOUT YOUR STUNT—

**Sargent Suggests Election Contest** And here's an election angle from Epes Sargent, who writes an "Exploitation" for Variety. Idea is for folks to guess who the various candidates or nominees will be. Entry slips are handed out and patrons mark down their choice, with tickets offered to those who guess the correct names. Of course, contest can be made easy or hard, depending on how many candidates they have to guess, so you can suit yourself in planning this stunt.

—"CEILING ZERO" IS COMING—

**Waltz From "Merry Widow" Plugs Show** Rodney Toups of New Orleans State Theatre worked a stunt on an old picture that fits this film like a glove. Tying up with one of the leading hotels, he had a couple do a waltz from the "Merry Widow." The Master of Ceremonies gave the film a great plug in introducing the dancers. Why not see if you can't pull the same stunt to plug "The Widow from Monte Carlo."

—VITAPHONE SHORTS ARE TOPS—

**Ushers Help Davis Plan His Campaign** Walter Davis, of the Capitol Theatre, Regina, Sask., finds success in holding weekly usher meetings. A picture is assigned to each man, they all discuss exploitation possibilities, and the result is that Walter has gotten a lot of good ideas from his men . . . And it shows him which of his ushers are wide-awake, and which just try to get by on a minimum of effort.

—USE THE VITAPHONE TRAILER—

**Carry Streamers On Mirrors, Says Epes** Here's a suggestion for getting the most out of your lobby: Mirrors are ideal places to spot streamers telling of coming attractions. Women almost always stop at the mirrors to straighten their hats and see if their make-up's O.K., and even the men generally sneak a glance at themselves as they leave theatre. So put your plug where most people will see it—right on the mirror! Of course, you'll paste 'em so that they don't shut off the glass completely, or the whole idea is spoiled. And then you can change it all the time.

—IS YOUR HEATING PLANT O.K.?—

**Rivoli Theatre Plants Stooze With Amateurs** On the film "Dangerous", the fast-stepping lads at the Rivoli Theatre in New York pulled as fast-stepping a stunt as we've heard about in a long time. They planted a gal on one of the most popular amateur hours in town, who stepped up to do an impersonation of Bette Davis. She called Bette her favorite actress and slipped in a couple of mentions about the film which just happened to be opening the next day. To help the stunt along, announcer started to gag about it . . . which all helped to nab a couple of added plugs for the film. Think you can do something of the sort with local amateur hour?

## MONTE CARLO LUCKY NUMBER NIGHT

Title suggests many gambling stunts, but here's one we think is a little out of the ordinary. Idea is to have a new idea in lucky number drawings at your opening, possibly calling it "Monte Carlo Night." You go about it in this way:

### PATRONS RECEIVE NUMBERS

Week before opening, usher invites patrons to choose number between 1 and 100. He writes numbers on special slips and hands 'em back to patrons. (Another way of assigning numbers is to hand out numbered heralds, telling patrons to bring 'em to opening.)

### WINNING NUMBER SELECTED

On opening nite, big lottery wheel is set up on stage. Just before feature goes on, one of town's celebrities gets up and spins the wheel. When wheel stops, all holders of lucky numbers are asked to step up and receive free tickets. Of course you realize that if you can get a wheel with more than 100 numbers on it, the less will be the chances of more than a couple of people winning.

## Tie-up With Pipe Shop

### "SMOKE A PIPE"

Says WARREN WILLIAM  
Now appearing with Dolores  
Del Rio in "The Widow from  
Monte Carlo." Strand Theatre.



● And whatever model or shape you like, you'll be sure to find just what you want in our collection.

### YOUR PIPE SHOP

If smoke shop advertises in local paper, above layout may interest him. Still is No. WW 225—10c from Campaign Plan Editor, 321 W. 44th Street, N. Y. C.

## "Monte Carlo Week"

For a stunt the whole town can tie in on, why not a "Monte Carlo Week?" Patrons making purchases at co-operating stores receive numbered coupons. Idea is planned so that it ends on night picture opens, with your theatre the locale for choosing of lucky numbers and awarding of whatever prizes co-operating stores have donated. Needless to say, stores carry window streamers and newspaper ads telling folks about "Monte Carlo Week," and tying up your show with the whole stunt.

## Find Perfect Hairdress

With Del Rio as the inspiration, see if local hairdressers will tie up with search for hairdress that most perfectly suits the personality of its wearer. Co-operating beauty shops advertise coiffures that blend with personalities, illustrating with Del Rio stills. After this build-up, contest is held on stage, with city's best-known hairdressers acting as judges.

## Gag Spiel for Herald

In distributing heralds, you could have man handing 'em out on street with spiel like this: "Here you are, folks! Read all about a night at Monte Carlo with 'The Widow from Monte Carlo.' Here it is, folks, step right up and get your copy." If you've got the right kind of a spieler, there's no reason why stunt shouldn't go over.

## Travel Agency Ties Up

Film's stills of Monte Carlo's gambling casino, hotels and beaches should make nice background for travel agency's window display, no? Copy tells all about the "Widow"—and other sights in Monte Carlo.

## Print Invites & Cards

Instead of programs, why not mail invitations to your patrons. Made up real swanky, they should look as much as possible like the real McCoy, inviting folks to see your show. Another angle is to print up calling cards, leaving 'em under doors. Copy reads: "The Duchess of Rye called. She will be at the Strand Theatre all week in 'The Widow from Monte Carlo'."

## Ad For Men's Shops

### FOR THE WELL-DRESSED MAN

WARREN WILLIAM  
Now appearing in  
"The Widow from  
Monte Carlo" at the  
Strand Theatre, is  
the type of man to  
whom we cater.

If you, too, demand  
the best in hats,  
coats or scarfs, visit  
our store at your  
earliest convenience



### TOM'S MEN'S SHOP

Although this ad is a general one, copy can easily be changed to announce special sale in hats, coats or mufflers. If men's shop is interested in tying up, order still No. WW 152—10c from Campaign Plan Editor, 321 West 44th Street, N. Y. C.



# ADVERTISING

**T H E A T R E**

HONI SOIT QUI MAL Y PENSE AND A COUPLE OF OO-LA-LA'S . . . which means if you don't see it right now you'll never know what happened when this delirious Duchess on the loose met a suave playboy of the Casinos.

**"THE WIDOW FROM MONTE CARLO"**  
 WARREN Warner Bros. Hit with **DOLORES WILLIAM • DEL RIO**  
 LOUISE FAZENDA • COLIN CLIVE  
 HERBERT MUNDIN • OLIN HOWLAND

324 Lines—Mat No. 303—30c

Dolores Gets In Dutch As A Duchess . . . .

'Til Warren Brings Out All The Latin In Her As-

**"THE WIDOW FROM MONTE CARLO"**  
 Warner Bros.' Hit Romance with  
**WARREN WILLIAM • DOLORES DEL RIO**  
 Louise Fazenda • Colin Clive • Herbert Mundin

**T H E A T R E**

144 Lines—Mat No. 210—20c

**T H E A T R E**

HONI SOIT QUI MAL Y PENSE AND A COUPLE OF OO-LA-LA'S . . . which means if you don't see it right now you'll never know what happened when this delirious Duchess on the loose met a suave playboy of the Casinos.

**"THE WIDOW FROM MONTE CARLO"**  
 WARREN Warner Bros. Hit with **DOLORES WILLIAM • DEL RIO**  
 LOUISE FAZENDA • COLIN CLIVE  
 HERBERT MUNDIN • OLIN HOWLAND

142 Lines—Mat No. 205—20c



# ADVERTISING



MEET THE GIRL WHO  
BROKE THE MAN WHO  
BROKE THE BANK AT MONTE CARLO!

A delirious Duchess on the loose meets a suave playboy of the Casinos . . . and that's how the laughs begin in this riotous rampage of roulette, romance, and roars!

## "THE WIDOW FROM MONTE CARLO"

Warner Bros.' Hit with

WARREN WILLIAM  
DOLORES DEL RIO

LOUISE FAZENDA • COLIN CLIVE

**T H E A T R E**

252 Lines—Mat No. 204—20c



WARNER BROS. RIOTOUS RAMPAGE OF ROULETTE, ROMANCE AND ROARS!

**"THE WIDOW FROM MONTE CARLO"**

Featuring for the First Time  
WARREN WILLIAM  
DOLORES DEL RIO  
With Louise Fazenda • Colin Clive

31 Lines—Mat No. 109—10c

A delirious duchess on the loose meets a suave Casanova of the Casinos . . . and that's how the laughs begin!

**THE WIDOW FROM MONTE CARLO**

From Warner Bros. with  
WARREN WILLIAM  
DOLORES DEL RIO  
Louise Fazenda • Colin Clive

42 Lines—Mat No. 108—10c

"THE WIDOW FROM MONTE CARLO"

WARREN WILLIAM  
DOLORES DEL RIO  
LOUISE FAZENDA  
COLIN CLIVE  
HERBERT MUNDIN  
OLIN HOWLAND

... YOU CAN GAMBLE YOUR LAST CENT ON THIS GAY GAM-BOL OF LOVERS —and you can't help but win the best laughs of the new season!

Warner Bros. Picture

**T H E A T R E**

16 Lines—Mat No. 203—20c

**T H E A T R E**

SPEND ONE GLORIOUS EVENING WITH THIS WIDOW UNDER A MONTE CARLO MOON! She's the girl who broke the man who broke the bank at Monte Carlo!

"THE WIDOW FROM MONTE CARLO"

from Warner Bros. with  
WARREN WILLIAM • DOLORES DEL RIO  
Louise Fazenda • Colin Clive  
Herbert Mundin • Olin Howland

188 Lines—Mat No. 209—20c

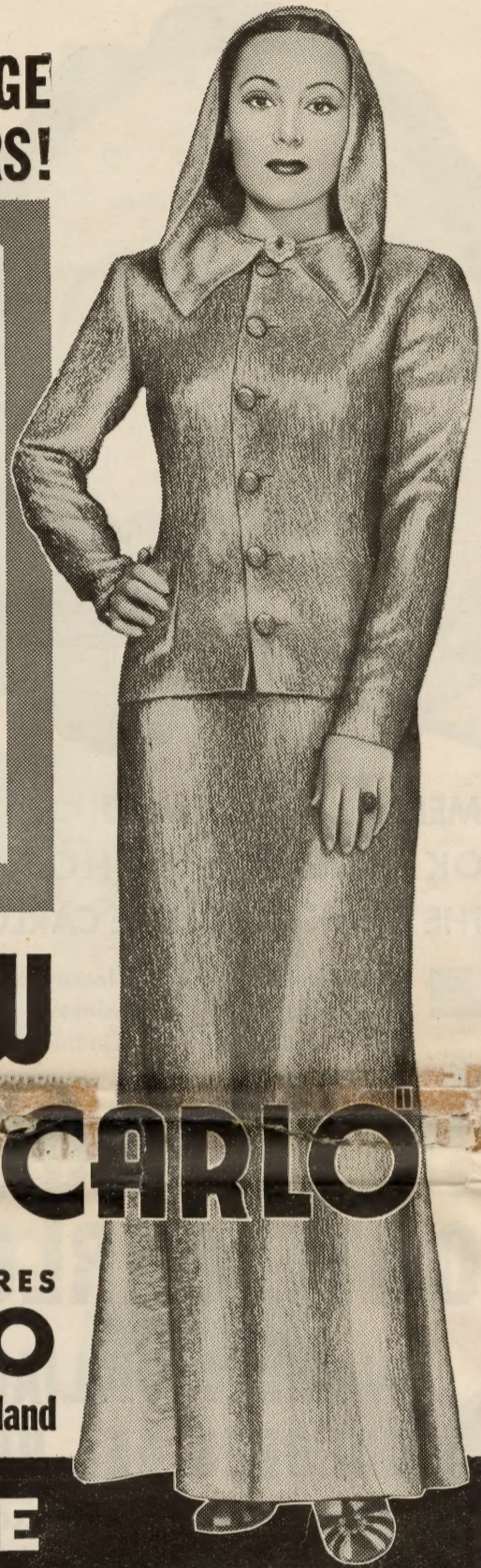


# ADVERTISING

**WARNER BROS.' RIOTOUS RAMPAGE  
OF ROULETTE, ROMANCE AND ROARS!**

... See Warren  
place every-  
thing he's got  
on the red—  
of her lips ...

... As Dolores  
puts her all (and  
its plenty) on  
the black—of a  
widow's weeds!



## "THE WIDOW FROM MONTE CARLO"

WARREN

*Teaming for the First Time*

DOLORES

**WILLIAM • DEL RIO**

With Louise Fazenda • Colin Clive • Herbert Mundin • Olin Howland

**T H E A T R E**

484 Lines—Mat No. 401—40c

ABOVE AD AVAILABLE  
IN 3-COL SIZE. ORDER  
MAT NO. 301—273 LINES—30c

A delirious duchess  
on the loose meets  
a suave Casanova  
of the Casinos ...  
and that's how  
the laughs begin!

**THE  
WIDOW  
FROM  
MONTE  
CARLO**

From Warner Bros. with  
**WARREN WILLIAM  
DOLORES DEL RIO**  
Louise Fazenda • Colin Clive

56 Lines—Mat No. 207—20c

MEET THE GIRL WHO BROKE  
THE MAN WHO BROKE THE  
BANK AT MONTE CARLO!

**"THE WIDOW  
FROM  
MONTE CARLO"**

WARREN *Warner Bros.' Hit—Team-  
ing for the First Time* DOLORES  
**WILLIAM • DEL RIO**  
LOUISE FAZENDA • COLIN CLIVE

**T H E A T R E**

112 Lines—Mat No. 206—20c



# ADVERTISING

**MEET THE GIRL WHO  
BROKE THE MAN WHO BROKE  
THE BANK AT MONTE CARLO!**

A delirious Duchess on the loose meets a  
suave playboy of the Casinos . . . and  
that's how the laughs begin in this riotous  
rampage of roulette, romance, and roars!

**The  
WIDOW FROM  
MONTE CARLO**

You Can Gamble Your Last Cent on This Gay Gambol of Lovers with

**WARREN WILLIAM  
DOLORES DEL RIO  
LOUISE FAZENDA  
COLIN CLIVE  
HERBERT MUNDIN  
OLIN HOWLAND**

Directed by Arthur G. Collins  
A Warner Bros. Hit

**T H E A T R E**



402 Lines—Mat No. 302—30c

**T H E A T R E**

**WARNER BROS.' RIOT-  
OUS RAMPAGE OF  
ROULETTE, ROMANCE  
AND ROARS! . . . .**

**"THE  
WIDOW  
FROM  
MONTE  
CARLO"**

**WARREN WILLIAM  
DOLORES DEL RIO**  
Louise Fazenda • Colin Clive



89 Lines—Mat No. 110—10c

Meet the Girl Who Broke  
the Man Who Broke the  
Bank at Monte Carlo!

**THE  
WIDOW FROM  
MONTE  
CARLO**

From Warner Bros. with  
**WARREN WILLIAM  
DOLORES DEL RIO**  
Louise Fazenda • Colin Clive

54 Lines—Mat No. 208—20c

**WARNER BROS. RIOTOUS RAMPAGE  
OF ROULETTE, ROMANCE AND ROARS!**

**THE  
WIDOW FROM  
MONTE  
CARLO**

Featuring for the first time  
**WARREN WILLIAM  
DOLORES DEL RIO**  
With Louise Fazenda • Colin Clive

15 Lines—Mat No. 107—10c

**MEET THE GIRL WHO BROKE  
THE MAN WHO BROKE THE  
BANK AT MONTE CARLO**

**"THE  
WIDOW  
FROM  
MONTE  
CARLO"**

**WARREN  
WILLIAM  
DOLORES  
DEL RIO**  
Louise Fazenda • Colin Clive

**T H E A T R E**



80 Lines—Mat No. 111—10c



## New and Riotous Warner Comedy Coming to Strand

"The Widow from Monte Carlo," Warner Bros. rollicking comedy drama, based on the gay romance by Ian Hay and A. E. W. Mason, is scheduled as the feature attraction at the Theatre on

The story centers about the unusual adventures of a debonaire major and a South American beauty who is the widow of an English Duke. Through the importunities of her former husband's relatives she becomes engaged to a stuffed shirt diplomat who is about as romantic as an iceberg.

Terribly bored, the young lady slips out one night to the Casino at Monte Carlo. There she meets the irrepressible major who takes her in his arms, without even knowing her, and kisses her.

The major finds out who she is and demands a meeting with such persistence that she finally yields. There follows a series of exciting and amusing episodes that ends in the smashing of her engagement to the diplomat and her betrothal to the major whom she really loves.

Warren William has the role of Major Chepstow, who literally and figuratively sweeps the Duchess off her feet and into his arms.

The part of the Duchess, known as the widow from Monte Carlo, is played by the exotic Dolores Del Rio, a warm hearted although somewhat impetuous and unconventional character.

Louise Fazenda has the part of the wife of a marmalade king, who is trying to crash society. Her attempts to meet the Duchess are responsible for much of the laughter. The role of her husband is taken by Herbert Mundin.

He has the role of a diplomat who listens to her conversations over the

Warren Hymer will be seen in the role of an American crook who has fled to England to escape the law. He is a devoted slave of the Duchess, whom he has met accidentally, and does a clever bit of work in stealing a letter for her, although he adds some jewels to the job which gets him into no end of trouble.

Olin Howland has the part of a very proper English butler as does also Herbert Evans. Ely Melyon, E. E. Clive and Mary Forbes are the aristocratic relatives of the Duchess while Viva Tattersall plays the part of her conniving secretary. Arthur Greville Collins directed the picture from the screen plays by F. Hugh Herbert. The dialogue is by Charles Belden.

## Oo-La-La



It takes Warren William to bring out the Latin in Dolores Del Rio when they go goofy in the moonlight in "The Widow from Monte Carlo," the Warner Bros. comedy of love and roulette at the Theatre. Mat No. 104-10c

## In Society Jam



Herbert Mundin was in the marmalade business, but Louise Fazenda, who is his wife in "The Widow from Monte Carlo," which opens at the Theatre on Monday, wanted to be in society and didn't care how she got there, which makes for much of the fun in Warner's latest romance and roars.

Mat No. 202-20c

## 'The Widow From Monte Carlo' at the Strand Today

"The Widow from Monte Carlo," heralded as one of Warner Bros.' most hilarious comedy romances of the year, comes to the Theatre today.

The picture is based on the rollicking play by Ian Hay and A. E. W. Mason and concerns the highly spiced adventure and love affair of a Duchess, a warm blooded South American beauty who has married into an English family of the nobility, and whose search for diversion after the death of her husband quite shocks her highly proper British "in-laws."

A gay and debonaire major who runs across the Duchess in a gambling palace at Monte Carlo is largely responsible for the series of exciting and romantic adventures the two pursue together. At Margate, the English Coney Island, they get mixed up with an American crook and are nearly nabbed by the police.

Another scandal is narrowly averted when the somewhat vulgar wife of a wealthy marmalade manufacturer steals a letter the Duchess had indiscreetly written the major. But the American crook gets the letter back and the Duchess breaks off her engagement with a stuffed shirt diplomat and flies to the arms of the gallant major.

Warren William and Dolores Del Rio have the romantic roles with Colin Clive playing the part of the discarded diplomat and Louise Fazenda that of the newly rich woman.

Others in the cast include Herbert Mundin, Olin Howland, Warren Hymer, Ely Melyon, E. E. Clive, Mary Forbes, Viva Tattersall and Herbert Evans. Arthur Greville Collins directed the picture from the screen play by F. Hugh Herbert.

## Warren William Invents Portable Dressing Room

The sound-stage dressing rooms, even of the stars, are flimsy, canvas-walled affairs. They are rather sketchily equipped and semi-disclosing, both as to sight and sound. They offer the proverbial privacy of a goldfish bowl.

They cannot, certainly, be much more private or less flimsy because it is necessary constantly to move them from place to place. But Warren William, Warner Bros. star, has solved his own personal problem of temporary dressing-room privacy by creating a motorized dressing room on wheels.

This new Warrenesque conception, built up on the chassis of a midget motor car of popular make, can be driven right onto a sound stage. There it can be parked, lights hooked up with it, and ready for instant use. It was given its studio premiere when William began his latest Warner Bros. picture, "The Widow from Monte Carlo," now showing at the Theatre. This latest inventive creation of William is quite complete. It contains a complete dressing table, lavatory, couch, built-in chairs for interviewers or other visitors, and a complete wardrobe closet for his clothes.

William also drives it to location trips, on non-picture jaunts to the mountains, and to and from his boat which is docked at Wilmington.

"The Widow from Monte Carlo," is a gay and hilarious romance based on the play by Ian Hay and A. E. W. Mason. Besides William, the cast includes Dolores Del Rio, Louise Fazenda, Colin Clive, Herbert Mundin, Olin Howland and Warren Hymer. Arthur Greville Collins directed the picture from the screen play by F. Hugh Herbert. Dialogue is by Charles Belden.

Review

## 'Widow From Monte Carlo' Riotous Comedy Romance

### Warren William and Dolores Del Rio In Series of Delightful Adventures

A gay romance and sparkling comedy is the Warner Bros. picture, "The Widow from Monte Carlo," which was shown at the Theatre yesterday for the first time locally.

This rollicking comedy drama, besides its laughter and love affairs, carries plenty of exciting action, though even this is more or less shot with humor. The characters involve a playboy major, a widowed Duchess, somewhat flirtatiously inclined, her very proper English relatives and her even more proper fiancé; a very rich and persistent widow who is trying to crash society and an American crook who is a fugitive from justice.

These are all mixed up in a series of thrilling, although amusing adventures, which lead to a rather amazing climax. Warren William never played with more deliberate and delightful abandon than in his role of the major who sweeps the Duchess off her feet and into his arms after an informal flirtation at the Casino at Monte Carlo to which Her Grace had gone incognito for a night of adventure.

Dolores Del Rio, as the Duchess, is as beautiful and charming as ever and gives the part a piquant flavor which makes it entirely delightful.

As the woman seeking to crash society, especially that of the Duchess, Louise Fazenda does an excellent job. She plays the part with all the comedy side lines for which she is famous.

Colin Clive gives a good performance as the quite proper and over dignified English diplomat, betrothed to the Duchess. She gives him a merry run-around and winds up by ditching him entirely.

Warren Hymer adds a big share of humor as the crook, who teaches the stiff-necked English butler, a part played by Olin Howland, how to shoot crap, purloins an indiscreet letter the Duchess had written the major, which had fallen into the hands of the social climber, who was using it as a means of blackmail. Incidentally the crook steals several diamond necklaces at the same time, which is eventually his undoing.

Others in the cast include Herbert Mundin, Ely Melyon, E. E. Clive, Mary Forbes, Viva Tattersall and Herbert Evans. Arthur Greville Collins, who handled the megaphone, has done an excellent job of directing. F. Hugh Herbert's screen play, based on the comedy drama of Ian Hay and A. E. W. Mason, is exceptionally well handled as is also the dialogue by Charles Belden.

## Louise Fazenda Goes On Spree Of Furniture Buying

Louise Fazenda, who has a featured role in the new Warner Bros. picture, "The Widow from Monte Carlo," which comes to the Theatre on Monday, is one motion picture actress who never misses a furniture sale.

Buying furniture has been a hobby with her for a number of years. At one time she had so much furniture that she had no place to put it. That didn't deter her from buying more.

Now that she and her husband, Hal Wallis, motion picture executive, have a new home in San Fernando Valley, Calif., all of these choice pieces of furniture have been moved there.

"The Widow from Monte Carlo" is a gay and hilarious romance based on the play by Ian Hay and A. E. W. Mason. Besides Miss Fazenda the cast includes Warren William, Dolores Del Rio, Colin Clive, Herbert Mundin, Olin Howland and Warren Hymer. Arthur Greville Collins directed.

## Exotic



Dolores Del Rio, more beautiful than ever, will display some breath-taking gowns when she comes to the Theatre on Monday in her latest Warner Bros. comedy "The Widow from Monte Carlo."

Mat. No. 105-10c

## Dolores Del Rio Wears 'Amusing' Frock in Picture

Although Orry-Kelly, Hollywood stylist, dislikes the word "amusing" when applied to feminine apparel, a frock he designed for Dolores Del Rio in "The Widow from Monte Carlo," the Warner Bros. picture now showing at the Theatre, exactly fits that description, because, as the star herself insists, it was such fun to wear it.

High style, and definitely a novelty number for bridge or dressy afternoon wear, the frock combines black costume velvet with black taffeta.

The top has short sleeves, a touch of white at the collar, and buttons down the front. The skirt, very short, very wide, very full, has enormous discs of black velvet applied at intervals.

And the crowning touch comes in a brass, oval-shaped buckle, six inches by three-and-three-quarters inches, no less, fastening the wide belt.

This is but one of many unusual gowns to be worn by the Latin star in "The Widow from Monte Carlo," a rollicking romance based on the play by Ian Hay and A. E. W. Mason. Besides Miss Del Rio the cast includes Warren William, Louise Fazenda, Colin Clive, Herbert Mundin, Olin Howland and Warren Hymer.



## William Uses a Delivery Truck As Dressing Room

Lead in "The Widow From Monte Carlo" Drives It on Stage With Complete Wardrobe

A Los Angeles automobile dealer was somewhat puzzled when Warren William, who has the leading role in the Warner Bros. Picture, "The Widow from Monte Carlo," which comes to the Theatre on....., ordered a light delivery truck. He was quite certain that the star's new Encino, California, Ranch wasn't being commercialized but like all good salesmen, "a sale was a sale" and who was he to question what the truck was to be used for.

The salesman was surprised to discover that the light delivery truck was turned into a very complete, if somewhat compact, rolling dressing room.

There is a roomy wardrobe closet, a writing desk, or make-up table, a reclining chair and a number of shelves and small compartments in which to store the necessities for the star's work either on location or at the studio.

All of the above can be removed with little effort and the car can then be used for a station wagon or for any other purpose for which it is needed.

Each day when Warren William receives his production call for the following day he is given the number of the wardrobe he will be required to wear. At home this wardrobe is hung, according to number, at the beginning of the picture.

For instance Warren William's call for one day on "The Widow from Monte Carlo," was for "Outfits 5 and 7." His valet at home went to hangers 5 and 7 and to the other compartments containing the necessary accessories and placed them in the rolling dressing room. Then William's wardrobe requirements for the day were complete.

He drives the car on the stage on which he is working or to a location as the case may be and makes the necessary changes right in the car.

Between scenes the car affords an excellent place to relax or study. It is well lit and well ventilated.

The removal of a few bolts and the truck is ready to be used for any other purpose.

Warren William has probably started a fad among motion picture stars that is almost certain to be copied.

"The Widow from Monte Carlo," is a gay and hilarious romance based on the play by Ian Hay and A. E. W. Mason. Besides William the cast includes Dolores Del Rio, Louise Fazenda, Colin Clive, Herbert Munding, Olin Howland and Warren Hymer.

Arthur Greville Collins directed the picture from the screen play by F. Hugh Herbert. Dialogue is by Charles Belden.

### Romance



Dolores Del Rio and Colin Clive have a short but not tempestuous romance in "The Widow From Monte Carlo," the Warner Bros. comedy of roulette, romance and roars which opens at the Theatre on.....  
Mat No. 103-10c

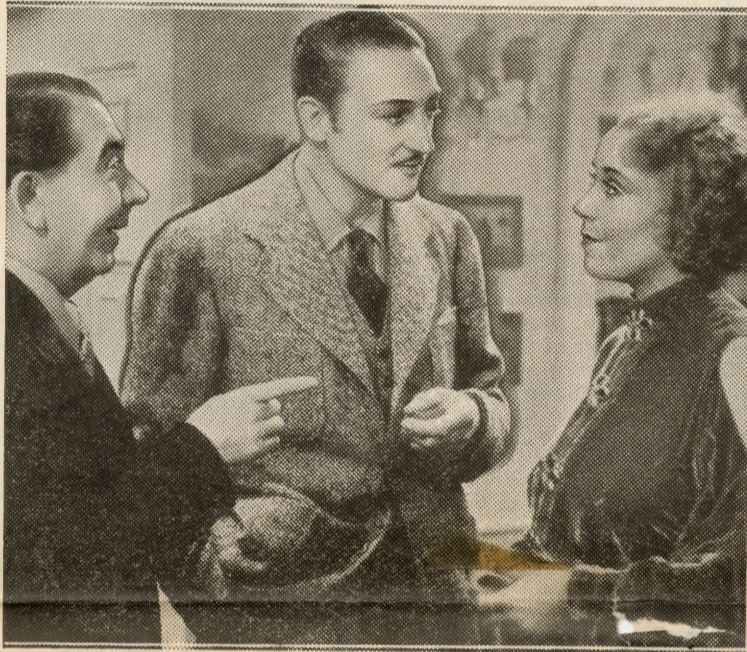
## William Swims Mile Each Morning

Exercising has a definite place on Warren William's daily schedule. Its form varies with the activities of the star.

Between pictures he secures his exercise by spending three or four hours a day on a tractor, ploughing, harrowing or cultivating on his ranch in Encino, Calif.

While working on his most recent Warner Bros. picture, "The Widow from Monte Carlo," now showing at the Theatre, he rose each day in time to take a one mile swim in his swimming pool.

## Leading Laugh Carnival



Herbert Munding (left), Louise Fazenda and Warren William show how it's done in dear old London to the accompaniment of roars from the audience at the Theatre where Warner Bros. latest comedy, "The Widow From Monte Carlo" is now playing.  
Mat No. 211-20c

## Louise Fazenda Transplants Her First Film Tree

The Live Oak tree beneath which Louise Fazenda made her first scene in motion pictures has been given a place of honor on the ranch in San Fernando Valley, Calif., where Miss Fazenda and her husband, Hal Wallis, built their new home.

When taken over by Miss Fazenda, the ranch has a number of Acacia, Eucalyptus, Pepper and Palm Trees besides a quantity of fruit trees but no Live Oak and the popular comedienne is particularly fond of them.

The location department at Warner Bros., where Miss Fazenda worked in "The Widow from Monte Carlo," now showing at the Theatre, was consulted and referred the player to the manager of the Lasky Ranch.

Miss Fazenda went to the ranch and selected the Live Oak under which her first scene in motion pictures was made. The picture, a silent, was "The Romance of the Utah Pioneers."

The manager of the Lasky Ranch made Miss Fazenda a present of the tree.

An expert tree surgeon was engaged and recently the tree was transplanted in the corner of the patio in the actress' new home near Van Nuys.

"The Widow from Monte Carlo," is a gay and rollicking romance based on the play by Ian Hay and A. E. W. Mason. Besides Miss Fazenda the cast includes Warren William, Dolores Del Rio, Colin Clive, Herbert Munding, Olin Howland and Warren Hymer. Arthur Greville Collins directed the picture from the screen play by F. Hugh Herbert. Dialogue is by Charles Belden.

## Entire Amusement Pier is Engaged by Film Company

Folks in the vicinity of Venice Pier, Calif., awakened one morning recently to discover that their pet playground had suddenly gone English.

Turtle neck sweaters of brilliant hues and stripes, bowler hats and cockney dialects were prevalent among three hundred film players who took over the concession called the Fun House at the Southern California resort to make scenes for the Warner Bros. picture, "The Widow from Monte Carlo," which comes to the Theatre on.....

Venice had become Margate for the day. Margate is one of the most famous of the English watering places. It is the Coney Island of the Kingdom.

Director Arthur Greville Collins who knows his England, personally selected his types who served as atmosphere or background to Dolores Del Rio, Warren William, Louise Fazenda and Herbert Munding.

He insisted on there being a Fish and Chips stand. All of the popular American confections were put out of sight for the day.

'Arry and 'Arriett romped and played with Duke and Doris. There were "gore blimies" galore. Gum chewing was taboo.

The scenes form an important part in "The Widow from Monte Carlo," a gay romance based on the play by Ian Hay and A. E. W. Mason. The screen play by F. Hugh Herbert with dialogue by Charles Belden.

## Stray Black Cat Insists On Adopting Miss Fazenda

Actress Now Appearing In "The Widow From Monte Carlo" Finally Gives Animal A Home

A black cat through being persistent won a permanent home with Louise Fazenda.

The day after she started to work in a featured role in the new Warner Bros. picture, "The Widow from Monte Carlo," which comes to the Theatre on....., she was making a tour of her flower garden when she came upon the cat.

To most people a black cat is an omen of ill luck but to Miss Fazenda it was just another domestic animal that had come to a home already well stocked with dogs and cats.

This cat was friendly and had obviously been well cared for by some one. The actress realized that if she fussed over the animal it would stay, so she ignored it. The further she walked in the garden the more friendly the animal became. When she stopped the cat gently nudged her ankle and purred.

When Miss Fazenda entered the house the cat tried to follow but a stout door prevented intrusion.

That night after the character actress had retired and turned off her lights she was startled when something landed directly in her mid-section.

When she regained her composure long enough to turn on the lights she discovered her purring friend from the garden reclining on the foot of the bed, herself a little startled over the kind of a reception she was accorded.

Gently, but firmly, the porch climber was put outside.

The actress then discovered that the only possible way of entering the window through which the cat had come was by ascending a vine.

Once again Miss Fazenda retired. About thirty minutes later she discovered the cat on the windowsill but this time it was a little timid about making the jump over to the bed but stood there mewing.

This was too much for the actress. The cat was given a permanent place in her home.

Miss Fazenda plays the role of a woman who has recently married great wealth and is trying to crash society in "The Widow from Monte Carlo," a gay and hilarious romance based on the play by Ian Hay and A. E. W. Mason. Others in the cast include Warren William, Dolores Del Rio, Colin Clive, Herbert Munding, Olin Howland and Warren Hymer.

Arthur Greville Collins directed the picture from the screen play by F. Hugh Herbert. Dialogue is by Charles Belden.

### No More Roulette For Warren William

The Perry Mason roles which Warren William has been playing in the Earl Stanley Gardner detective series of pictures has tended to make him suspicious of everything that is unusual.

During the making of the Warner Bros. picture, "The Widow From Monte Carlo," which comes to the Theatre on....., he took part in a game of roulette with Dolores Del Rio. On three successive occasions number 25 came up. William was suspicious but said nothing.

When the scene had been completed he made a careful examination of the table and discovered an ingenious magnetic arrangement so arranged that no other number could possibly come up.

William swore never to play roulette except when called to do so in a film role.

## Dolores Del Rio In Startling New Make-Up in Film

Dolores Del Rio, exotic star noted for her glamorous, Latin type of beauty, became an entirely new screen personality in her latest picture, "The Widow from Monte Carlo," which comes to the Theatre on.....

An elaborate series of make-up changes made Miss Del Rio look smarter and more beautiful than ever before.

She appears with her black hair parted on the side, rather than in the center, for the first time since she has been in pictures. The change adds much to her allure.

What little make-up Miss Del Rio used before, she has applied herself, because her skin and features are so perfect, and her dusky coloring photographs so well, that it has never before been thought necessary to give her a special make-up.

Studio experts on the Warner Bros. lot discovered that with amazingly little change, just a matter of hair and highlight, she can be made an entirely different, and more beautiful, actress.

"The Widow from Monte Carlo," is a gay and hilarious romance based on the play by Ian Hay and A. E. W. Mason. Besides Miss Del Rio the cast includes Warren William, Louise Fazenda, Colin Clive, Herbert Munding, Olin Howland and Warren Hymer.

Arthur Greville Collins directed the picture from the screen play by F. Hugh Herbert. Dialogue is by Charles Belden.

## Warren William Studies Roulette as Mind Exercise

Not at all interested in it as a gambling device, but intrigued by the mental exercise it offers in complicated oral calculations, Warren William has become a student of the roulette wheel.

The Warner Bros. screen star got his first really intimate introduction to the spinning wheel while playing in "The Widow from Monte Carlo," which comes to the Theatre on.....

One of the important scenes involves a roulette wheel at which William, as "Chepstow," flirts with the "Duchess," played by Dolores Del Rio.

"I was amazed at the speed with which professional roulette dealers are able to calculate correctly a winning sum," commented William. "It is no easy task to work these problems in one's head, and make prompt and accurate payments to various players, as I discovered when I actually tried to deal a game."

"The Widow from Monte Carlo," is a gay and hilarious romance based on the play by Ian Hay and A. E. W. Mason. Besides William the cast includes Dolores Del Rio, Louise Fazenda, Colin Clive, Herbert Munding, Olin Howland and Warren Hymer.

Arthur Greville Collins directed the picture from the screen play by F. Hugh Herbert.



## Dolores Del Rio Admits Film Kisses Give Thrill

Star's Lover In "The Widow From Monte Carlo" Is Warren William

Some years ago motion picture censors decided to use a stop-watch on screen kisses.

This regulation made an art out of the business of osculation. Motion picture stars have become expert in this art by reason of the fact that they are required to interpret every known type of kiss in front of the motion picture camera.

Censors decided to regulate kissing because a great number of pictureplay goers resented an over-play of passionate embraces.

The so-called vampires of the silent days, Theda Bara, Nita Naldi and Virginia Pearson probably hold the time records for screen kisses yet the screen stars of today are said to be the more perfect lovers.

Dolores Del Rio, now playing in "The Widow from Monte Carlo," the Warner Bros. picture which comes to the Theatre on....., has some definite ideas about kissing.

To a recent question as to whether a star can remain indifferent while being kissed in front of a motion picture camera, Miss Del Rio says:

"A kiss in itself is not important. One cannot remain entirely indifferent to all screen kisses nor can one be moved by them all. The situation of the story, the amount of emotion in the scene and the sincerity of one's co-player must all be taken into consideration.

"Frankly I have been kissed before the camera and remained indifferent and I have also been kissed before the camera and got a thrill out of it."

Miss Del Rio is well qualified to discuss screen love. She has portrayed a number of lover roles. As Charmaine in "What Price Glory," it will be remembered that she divided her love between Edmund Lowe and Victor McLaglen. She was the reason for the most of the dissension between these two war buddies.

More recently she portrayed the role of Madame DuBarry in the picture that was named for one of the most famous lovers in history.

No amount of persuasion would induce Miss Del Rio to divulge the names of the leading men whose kisses were sufficiently vibrant that they came under the classification of those about whom she had "not remained indifferent."

"The Widow from Monte Carlo," is a gay romance based on the play by Ian Hay and A. E. W. Mason. In the cast besides Miss Del Rio are Warren William, Louise Fazenda, Colin Clive, Herbert Mundin, Olin Howland and Warren Hymer.

Arthur Greville Collins directed the picture from the screen play by F. Hugh Herbert.

### Actress Puts on Hat Before Her Shoes

Dolores Del Rio who is co-starred with Warren William in the new Warner Bros. picture, "The Widow from Monte Carlo," now showing at the Theatre, formed a habit very early in life that she has never been able to get over. When dressing, the last things she puts on are her shoes and stockings. Even her hat goes on before her shoes.

### Warren William Likes Comedy Role Best

Warren William started in motion pictures as a serious dramatic actor. It was not to his particular liking but good actors make the best of every role and William shortly reached stardom.

His most recent Warner Bros. picture, "The Widow from Monte Carlo," a rollicking romance which comes to the Theatre on....., as well as his two preceding pictures, "Don't Bet on Blondes" and "The Case of the Lucky Legs," were roles that are more to his liking.

### Duchess



Dolores Del Rio as the girl who broke the man who broke the bank at Monte Carlo in the Warner Bros. comedy, "The Widow from Monte Carlo," now at the Theatre.

Mat No. 101-10c

### Not All Screen Gowns Designed For Youngsters

It is often complained by older women that fashions, and especially Hollywood fashions, are all designed for the youngsters.

In "The Widow From Monte Carlo," a Warner Bros. Picture, now showing at the Theatre, Mary Forbes, mother of Ralph Forbes, not only plays a prominent role but also illustrates just how smart a woman past fifty can look.

For a dinner dress, she wears a cool, luscious "sea mist" green crepe, designed by Orry-Kelly. The long skirt is extremely full, but has a slender silhouette, and the shoulders are covered with short sleeves, more correctly, simply a wide armhold coming from the waistline.

Then there are thirty-six strands of silver cord, "plaited," according to the designer's own description, "about the shoulders and extremely low neckline, and then allowed to fall free in an Egyptian panel, to the floor."

This trick of braiding or twisting cords, by the way, and then letting them swing loose from belt to hemline, has been found most flattering to the figure. It takes the place of the now-popular front fullness, and covers up that tell-tale "balloon tire" round the middle that proves all too plainly how Milady has been shirking on her daily dozen!

"The Widow from Monte Carlo" is a gay romance based on the play by Ian Hay and A. E. W. Mason. In the case besides Miss Forbes, the cast includes Warren William, Dolores Del Rio, Louise Fazenda, Colin Clive, Herbert Mundin, Olin Howland and Warren Hymer.

Arthur Greville Collins directed the picture from the screen play by F. Hugh Herbert. Dialogue is by Charles Belden.

## Broken Leg Made Colin Clive Give Up Army Career

A broken knee with a long period of convalescence was responsible for Colin Clive turning his attentions to the theatre and eventually the screen. He is now playing a leading role in the Warner Bros. picture "The Widow from Monte Carlo," which comes to the Theatre on.....

The breaking of that particular bone has kept Clive from being a Captain, Major, or Colonel in the British Army today.

Direct descendant of Lord Clive who subjugated India and placed it under the domination of the British Government, Colin Clive comes from a family of military men.

At the time he broke his knee he was a student at Sandhurst, the Royal Military College of England, which corresponds to West Point in the United States.

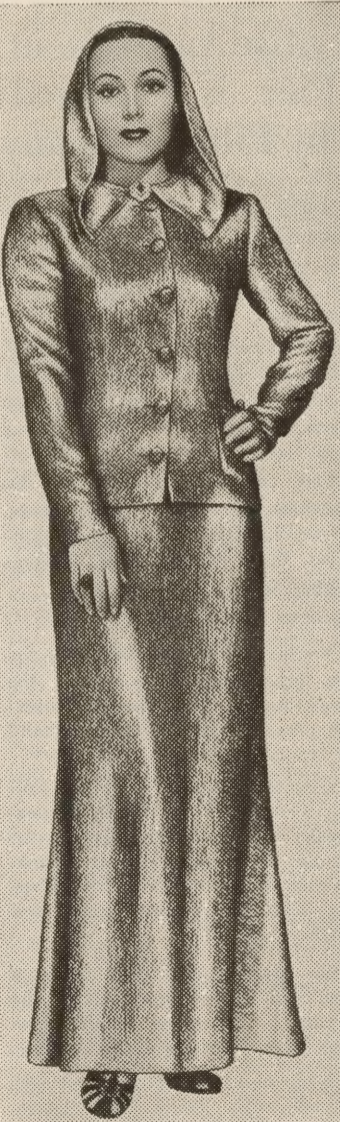
The finest bone specialists and surgeons in England held some doubt as to the complete recovery of the student officer. For an entire year it appeared that Clive would be lame for life.

During his preparatory school education and while at Sandhurst Clive had been interested in dramatics and had played leading roles in a number of school plays.

During his period of convalescence, when it appeared that he would be unable to complete his military education, he decided to turn his attentions to the theatre.

"The Widow from Monte Carlo," is a gay romance based on the play by Ian Hay and A. E. W. Mason. In the cast besides Clive are Warren William, Dolores Del Rio, Louise Fazenda, Herbert Mundin, Olin Howland and Warren Hymer. Arthur Greville Collins directed the picture from the screen play by F. Hugh Herbert.

### Dolores Del Rio



Beautiful Mexican film star, who goes places and does things with Warren William that keep the audience roaring with laughter at the Theatre, where "The Widow from Monte Carlo," Warner Bros. romantic comedy is making a real hit.

Mat No. 106-10c

## Warren William Invents Tractor To Pick Up Rocks

Lead In "The Widow From Monte Carlo" Spends His Spare Time Farming

Warren William, who has the leading role in the Warner Bros. production, "The Widow from Monte Carlo," now showing at the Theatre, has a five horsepower tractor which can be compared favorably with the "jack of all trades," yet unlike that famous jack, it is master of all.

This tractor serves as the power for a set of farm implements, including one which the Warner Bros. star devised to pick up the troublesome rocks that frequently ruin farm implements.

### The Winner



Warren William, who brings out all the Latin in Dolores Del Rio in a melange of mad escapades in "The Widow from Monte Carlo," which opens at the Theatre on.....

Mat No. 102-10c

### Actress First Learned To Read French

Dolores Del Rio, who is co-starred with Warren William in the new Warner Bros. picture, "The Widow from Monte Carlo," which comes to the Theatre on....., learned to speak and read in French before she did in Spanish, despite the fact that she spent the first fourteen years of her life in Mexico. The reason was that she received all of her early school education at a French Convent.

### Finds Technical Expert In Cast

When Director Arthur Greville Collins sought a technical adviser to assist him in his scenes in the new Warner Bros. picture, "The Widow from Monte Carlo," now showing at the Theatre, that represent Margate, an English seaside resort, he found an expert right in his cast. Herbert Mundin who plays one of the featured roles had been a song and dance man at many of these English resorts.

### Colin Clive Plays Part Of Diplomat

If Colin Clive were to forsake the stage and screen he would attempt to secure an appointment in His British Majesty's diplomatic service. He considered this when an accident cut short a military career while a student at Sandhurst, England's West Point. Strangely enough he plays the part of an attache to the British Embassy in Vienna in the new Warner Bros. picture, "The Widow from Monte Carlo," which comes to the Theatre on.....

### Miss Fazenda Keeps Every Fan Letter

Louise Fazenda who recently completed a featured role in the new Warner Bros. picture, "The Widow from Monte Carlo," which comes to the Theatre on....., has kept every fan letter that has ever been sent to her. The cellar and garret of her present home are crammed with letters and thousands of others are stored in another house she owns.

In addition the tractor motor can be turned into a pump to use in a fire emergency to siphon out the 40,000 gallons of water in the William swimming pool.

A compressed air tank on the tractor keeps the tires on the cars in the William garage inflated and can also be used as a paint spray unit or for spraying the trees in the orchard.

When he first began to plough the ground on his Encino Ranch in California, he found so many rocks that the blades in the furrow maker were broken three times. He set to work and built an ingenious device which now picks up rocks first.

The section of San Fernando Valley in which William lives is one in which the fire peril is particularly hazardous. It is in a heavily forested section, one of the more or less unpopular "No Smoking Zones." He realized that in the event of one of those unfortunate forest conflagrations he would practically be without water to protect his own property.

For this reason he purchased the water pump which operates from the motor of his tractor. His swimming pool which is always kept full, contains 40,000 gallons of water and this he can now turn into a reserve supply in the event water pressure from the main system is being concentrated at some other nearby point.

It was a simple matter to add the compressed air tank which now offers a three-fold use. It is the same type tank with which many automobiles are equipped for tire inflation.

In addition to supplying his tire air, a couple of simple attachments and the tank supplies the necessary pressure for either painting or spraying his trees.

William has been credited with inventing a number of devices but none that have caused so much comment as his "jack of all trades" tractor.

In "The Widow from Monte Carlo," William plays the role of a gay lothario who sweeps a duchess off her feet into his arms. The picture is a rollicking romance based on the play by Ian Hay and A. E. W. Mason. Besides William the cast includes Dolores Del Rio, Louise Fazenda, Colin Clive, Herbert Mundin, Olin Howland and Warren Hymer.

The picture was directed by Arthur Greville Collins from the screen play by F. Hugh Herbert.

### Miss Fazenda Wears Beautiful Gown

As a wealthy woman with social aspirations, Louise Fazenda wears an evening gown designed by Orry-Kelly in "The Widow from Monte Carlo," the Warner Bros. picture now showing at the Theatre.

Of a soft metal cloth in bronzes and browns, the gown has a high draped neckline in front, and a low back. Three back godets extending into a train give both dignity and fullness, and the belt is trimmed simply with scrolls of blonde braid.

Over the gown goes a knee-length cape of the same material, fitted about the shoulders, and adorned with a shaggy corsage of flowers in harmonizing autumn colors.



# PRODUCTION INFORMATION

## THE STORY

Inez, Duchess of Rye (*Dolores Del Rio*), bored by the insufferable propriety of her late husband's relatives, slips out of her hotel and goes to a famous gambling house. At the roulette table she is accosted by the gay Major Chepstow (*Warren William*), who finds out her age, puts his entire stack of chips on that number and makes a killing.

He tries to divide the spoils, but she slips away. Chepstow follows her and takes her forcibly in his arms. At first indignant, she discovers that she got a thrill from the embrace.

Eric (*Colin Clive*), a very proper individual in the diplomatic service of Great Britain, is present when she returns to her hotel. He proposes to her and is accepted.

Chepstow runs across the Duchess again at a beach resort and discovers who she is. Again he steals a kiss from her, and finally she agrees to spend a day with him at Margate, the English Coney Island.

On their way home they pick up Dopey (*Warren Hymer*), a fugitive from justice, whose car has been wrecked, but who is uninjured. Chepstow hides Dopey in his apartment to keep him from being arrested and involving the Duchess.

The Duchess indiscreetly writes to Chepstow to thank him for the pleasant trip. Mrs. Torrent (*Louise Fazenda*), a very wealthy woman, trying to crash into society, steals the letter, and tells the Duchess,

who has always snubbed her, that she will send it to Eric unless she attends a party which she is giving. She also says that Chepstow sold her the letter.

Chepstow is frantic when he finds the letter gone. He tries to contact the Duchess, but she will not see him. Dopey gains entrance to her house and promises to steal the letter back for her, believing Chepstow has done her a dirty trick.

The night of the party he knocks out one of the guests, uses his invitation and masquerade to gain entrance to Mrs. Torrent's home. He steals the letter and also the diamonds of some of the dowagers present, which he places in the box with the letter.

Chepstow takes possession of the box, and leaps from the window of Mrs. Torrent's house to the balcony of the home of the Duchess who lives next door. Returning the box to Inez he is astonished to find the diamonds. He leaps back, intending to return them, but is nabbed by the police, the women having discovered their losses.

Inez, realizing that Chepstow had not given the letter to Mrs. Torrent, decides to attend the party after all and save Chepstow from arrest. She had previously quarreled with Eric because he had listened to her conversation with Mrs. Torrent over the telephone. She decides to quit her snobbish relatives and become Mrs. Chepstow.

## BIOGRAPHIES

Dramatized biographies, stressing highlights in the lives of the stars, as well as interesting personal notes of their hobbies and accomplishments, arranged so that editors may use them with a minimum of editing. The half column cuts may be used with or without the star silhouettes.

### STAR SILHOUETTE

WARREN WILLIAM

He was born William W. Kreech in Aitken, Minn., where his father



still publishes a newspaper—He's been a reporter, a printer, an engineer and a farmer as well as an actor—Intended to join his family in the publishing business but after the

Armistice was signed, left the Engineer's Corps of the A.E.F. and joined a theatrical troupe in a tour of army camps in Europe—Went on the stage after his return to America—Clicked on Broadway in Rachel Crother's "Expressing Willie"—His hobbies are farming and inventing—Owns and successfully operates a ranch in California and has invented many of the implements used there—Has taken out several patents including one on a dog louse—Is married—Athletic, playing most outdoor games well but works on his ranch for exercise—Raises dogs for bench shows and wins many prizes

Enjoys travel—Is enthusiastic yachtsman and navigates his own craft—Likes motoring—Attends football games and prize fights but has never seen a baseball game—Is 6 feet tall, weighs 165 pounds and does not diet—Prefers the screen to the stage—Favorite authors are Dickens and Conrad—Does not play cards—Has his den fitted out like the cabin of a ship.—Has starred in many Warner Bros. pictures and was declared by the author to be his conception of "Perry Mason" in the flesh—Has recently appeared in "The Case of the Lucky Legs," "Don't Bet on Blondes" and "The Case of the Curious Bride"—Will be seen in "The Widow from Monte Carlo" at the.....Theatre on .....

### STAR SILHOUETTE

COLIN CLIVE

One of his ancestors was Clive of India—He is the scion of a long line of distinguished Englishmen—But Colin Clive himself was born in St. Malo, France—His father is a colonel in the English army—Colin attended Sandhurst, the Royal Military Academy of England, and expected to follow the family tradition and become an actor—A broken knee ended his idea of an army career and he turned to the stage—Made a hit in London and on Broadway—His latest Broadway stage production was "The Lake" with Katherine Hepburn—Is a serious student of literature—Made a big hit in "The Key," his first picture for Warner Bros.—Has recently appeared in "The Girl from 10th Avenue," "The Right to Live" and "One More River"—Now showing in "The Widow from Monte Carlo" at the.....Theatre.



Mat. No. 112-10c

## On Riotous Rampage



Teamed for the first time, glorious Dolores Del Rio and Warren William lead an all star cast through a riot of roulette, romance and roars in "The Widow from Monte Carlo," the Warner Bros. comedy coming to the.....Theatre on .....

Mat. No. 201-20c

### STAR SILHOUETTE

LOUISE FAZENDA

Louise Fazenda is one of the few stars of silent pictures who are still film favorites—She was born in Lafayette, Ind., and educated in the Los Angeles High School and St. Mary's Convent—She started in pictures in short comedies at an early age—In 1921 she toured the country in vaudeville and then returned to the screen as a featured comedienne—She has no special hobbies except acting—Started her screen career as an extra at \$2.50 a day, but jumped to the \$5 class by doing a negro "Mammy" role—Following season got a contract with Mack Sennett—Once worked as a chocolate dipper in a candy factory—Has played feature roles for every major studio in Hollywood but is still the dear friend and confidante of the extra girls—Has recently appeared in "Wonder Bar," "Alice in Wonderland" and "Racing Youth." Now playing in "The Widow from Monte Carlo" at the.....Theatre.



Mat. No. 115-10c

### STAR SILHOUETTE

DOLORES DEL RIO

Born in Durango, Mex., she was educated in convents in Mexico City and studied voice in Paris and Madrid—The men in her family were bankers and her debutante days were spent in court circles in various European countries and in the capital of Mexico—Mat. No. 113-10c



She had no thought of going on the stage or into the movies until an American producer saw her in a charity performance and induced her to take a screen test—Her first film role was in First National's "Joanna," but she became famous through her work as Charmaine in "What Price Glory"—Still sings and continues studying music—Likes swimming and horseback riding—Is a constant reader but is not interested in current fiction—Favorite colors are gold, red and green—Plays tennis, swims and dives—Is a devotee of sun baths—Also steaming hot baths and uses perfume in the tub—paints her finger nails platinum and her toe nails bright red—Collects books and art objects—When dressing puts on her shoes and stockings last of all—Among her best-known pictures are "In Caliente," "I Live for Love" and "Flying Down to Rio"—Will next be seen in "The Widow from Monte Carlo" which opens at the.....Theatre on .....

## CAST OF CHARACTERS

Chepstow.....	Warren William
Inez.....	Dolores Del Rio
Mrs. Torrent.....	Louise Fazenda
Eric.....	Colin Clive
Mr. Torrent.....	Herbert Mundin
Eaves.....	Olin Howland
Dopey.....	Warren Hymer
Lady Maynard.....	Ely Melyon
Lord Holloway.....	E. E. Clive
Lady Holloway.....	Mary Forbes
Joan.....	Viva Tattersall
Butler.....	Herbert Evans

## PRODUCTION STAFF

Director.....	Arthur Greville Collins
Screen play by.....	F. Hugh Herbert
Dialogue by.....	Charles Belden
Based on play by.....	Ian Hay and A. E. W. Mason
Photography by.....	Warren Lynch
Film Editor.....	Thomas Pratt
Art Director.....	Hugh Reticker
Gowns by.....	Orry-Kelly
Musical Director.....	Leo F. Forbstein

## OFFICIAL BILLING

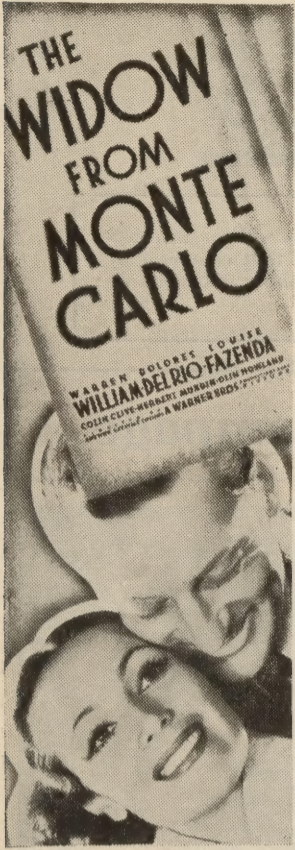
THE WIDOW FROM MONTE CARLO	100%
with	
Warren William — Dolores Del Rio — Louise Fazenda	75%
Colin Clive — Herbert Mundin — Olin Howland	60%
Directed by Arthur Greville Collins	20%
A Warner Bros.	40%
Productions Corporation	5%
Picture	25%

LENGTH OF FILM  
5420 ft.

RUNNING TIME  
60 min.



# ACCESSORIES



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1-SHEET



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HERALDS	
1M to 4M.....	\$3.00 per M
5M and over.....	2.75 per M
LOBBY DISPLAYS	
11 x 14 Photos.....	75c a set (8 in set—colored)
22 x 28 Photos.....	80c a set (2 in set—colored)
Slides.....	15c each
Stills.....	10c each
Midget Window Cards.....	4c each

*(These prices apply to the U. S. only)*



SLIDE

## YOU CAN RENT THESE SPECIAL ACCESSORIES

Under this new arrangement, you can now fill your complete requirements in lobby and front display. You rent the beautiful displays — and the frames are loaned free. Displays are shipped to you early enough to make advance selling possible. For complete information, mail the coupon below.

**AMERICAN DISPLAY CO., INC.**

525 West 43rd Street

New York City



30 x 40 DISPLAY POSTER

A brilliant advertising piece made by special oil paint process.



24 x 60 OIL PAINT BANNER

Brilliantly colored, this banner is illustrated in the frame which is loaned free with this service.

AMERICAN DISPLAY CO., Inc.  
525 West 43rd Street  
New York City, N. Y.

Gentlemen:

Please send me complete information regarding your RENTAL PLAN and how I can secure DISPLAY FRAMES for use in my theatre FREE as advertised in the CAMPAIGN PLAN on "THE WIDOW FROM MONTE CARLO." This request does not obligate me in any way.

Name.....  
Theatre.....  
Address.....  
City..... State.....  
Number of seats..... Number of Weekly Changes.....  
Any other information.....



40 x 60 SHADOW BOX

Brilliantly illuminated, this attractive piece tells and sells your story.



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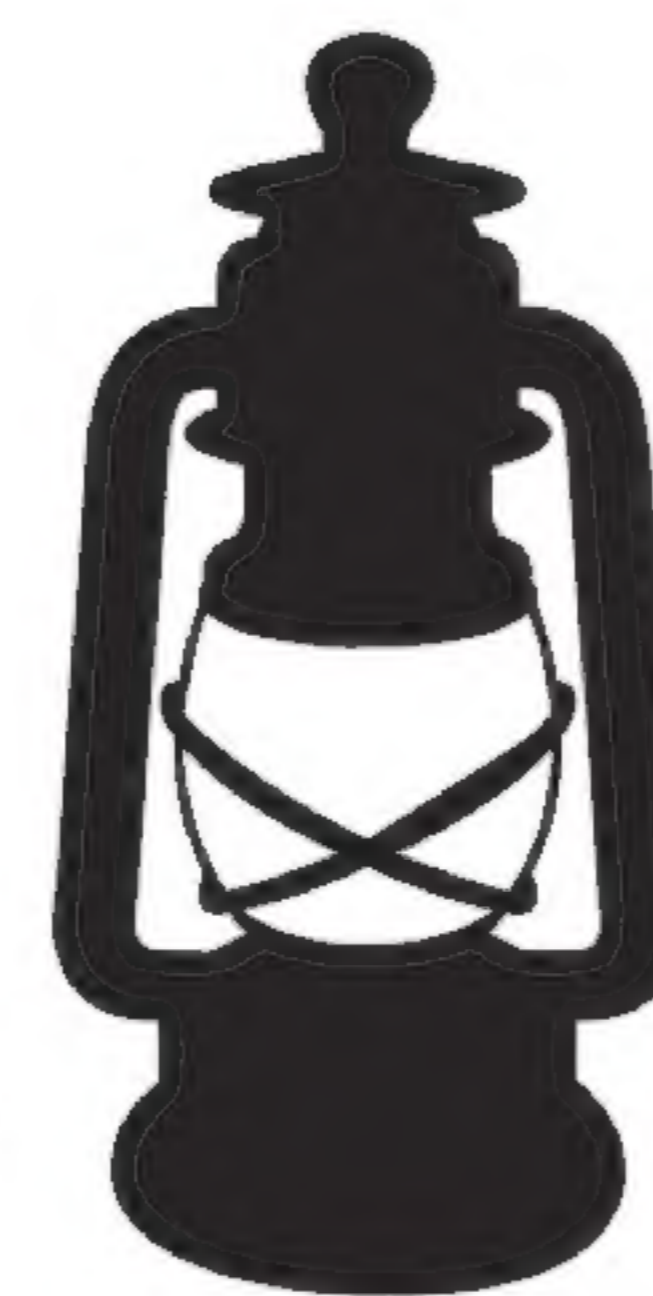
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